
State:	District of Columbia	Filing Company:	Nationwide Life and Annuity Insurance Company
TOI/Sub-TOI:	LTC06 Long Term Care - Other/LTC06.000 Long Term Care - Other		
Product Name:	Quick Quote Tool - CareMatters II Advertising Filing		
Project Name/Number:	1806/		

Filing at a Glance

Company:	Nationwide Life and Annuity Insurance Company
Product Name:	Quick Quote Tool - CareMatters II Advertising Filing
State:	District of Columbia
TOI:	LTC06 Long Term Care - Other
Sub-TOI:	LTC06.000 Long Term Care - Other
Filing Type:	Form
Date Submitted:	12/16/2019
SERFF Tr Num:	NWPA-132188841
SERFF Status:	Assigned
State Tr Num:	
State Status:	
Co Tr Num:	FLM-1244M1.1
Implementation	On Approval
Date Requested:	
Author(s):	Todd Beshara, Amy Burchette, Dan Gallion, Cindy Malloy, Carrie Ruhlen, Georgia Sollars-Burns, Drema Wallace-Ruzicka
Reviewer(s):	Colin Johnson (primary), RaShaunda Benson
Disposition Date:	
Disposition Status:	
Implementation Date:	

State: District of Columbia **Filing Company:** Nationwide Life and Annuity Insurance Company
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General Information

Project Name: 1806 Status of Filing in Domicile:
Project Number: Date Approved in Domicile:
Requested Filing Mode: Review & Approval Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 12/17/2019
State Status Changed:
Deemer Date: Created By: Drema Wallace-Ruzicka
Submitted By: Drema Wallace-Ruzicka Corresponding Filing Tracking Number: FLM-1244M1.1
Filing Description:
Re:FLM-1244M1.1, Quick Quote Tool

Enclosed for filing, subject to your review and approval, is form FLM-1244M1.1, Quick Quote Tool. This is a new form and will not replace any existing form.

Form FLM-1244M1.1 will be used with our Long-Term Care Rider form, NWLA-584-DC, approved on 08-26-19, SERFF #NWPA-131988268 and with policy form NWLA-583-DC, Individual Fixed Premium Universal Life Insurance Policy, Non-Participating, approved on 07-10-19, SERFF #NWPA-131985699.

Below is the required information for this piece:

FLM-1244M1.1, Quick Quote Tool
Audience: Client
Communication Medium: web
Type of Advertisement: Invitation to Inquire
Purpose: Hypothetical tool meant to illustrate how the product works based on certain inputs Communication mediums: Print
Distribution

This form is excluded from Readability Scoring.

Thank you in advance for your attention to this filing. Please feel free to call me at 1-800-882-2822 (ext. 249-0338) or email me at ruzickd@nationwide.com if you have any questions.

Enclosures:
1.FLM-1244M1.1, Quick Quote Tool
2.Statement of Variability

Company and Contact

Filing Contact Information

Drema Wallace, Compliance Specialist ruzickd@nationwide.com
One Nationwide Plaza 614-249-0338 [Phone]
1-33-102 614-249-1199 [FAX]
Columbus, OH 43215

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Filing Company Information

Nationwide Life and Annuity Insurance Company	CoCode: 92657	State of Domicile: Ohio
One Nationwide Plaza	Group Code: 140	Company Type:
1-33-401	Group Name:	State ID Number:
Columbus, OH 43215	FEIN Number: 31-1000740	
(614) 249-2614 ext. [Phone]		

Filing Fees

Fee Required?	No
Retaliatory?	No
Fee Explanation:	

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Form Schedule

Lead Form Number: FLM-1244M1.1								
Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Quick Quote Tool	FLM-1244M1.1	ADV	Initial		0.000	FLM-1244M1.1 CareMatters II e-Tool-Calculator Quick Quote Tool Report M1.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NAP	Network Access Plan
NOC	Notice of Coverage	OTH	Other
OUT	Outline of Coverage	PJK	Policy Jacket
POL	Policy/Contract/Fraternal Certificate	POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider
PRC	Provider Contract/Provider Addendum/Provider Leading Agreement	PRD	Provider Directory

Spend the future with those who matter most

Many of us will need long-term care (LTC) at some point but remaining where we're most comfortable when we need care can be challenging.



77% of people would prefer to receive care in their own home!¹

That's why there's Nationwide CareMatters® II. It's LTC coverage linked to a universal life insurance policy, so benefits are paid whether you need LTC or not. Nationwide places no restriction on how benefits are used, giving you the flexibility to receive care wherever you feel most at home.

LTC is expensive, and costs are expected to increase substantially over the next 20 years.²



Home health care

2018: \$50,336 annually
2038: \$90,912 annually



Assisted living

2018: \$48,000 annually
2038: \$86,693 annually



Nursing home

2018: \$100,375 annually
2038: \$181,288 annually

When choosing a product, make sure that life insurance and long-term care insurance needs are met. Nationwide CareMatters II is not intended to be a primary source of life insurance protection, so make sure life insurance needs are covered by appropriate products. Be sure to choose a product that meets long-term life insurance needs, especially if personal situations change — for example, marriage, birth of a child or job promotion. Weigh the costs of the policy, and understand that life insurance, and long-term care coverage linked to life insurance, has fees and charges that vary with sex, health, age and tobacco use. Riders that customize a policy to fit individual needs usually carry an additional charge.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. Policy guarantees and benefits are not backed by the broker/dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

¹ "Long Term Care Study Among U.S. Adults Ages 50 and Older," conducted by Harris Poll on behalf of the Nationwide Retirement Institute (2017). This online survey was conducted from September 13-27, 2017, among 1,214 adults ages 50 and older.

² Genworth's "Compare Long Term Care Costs Across the United States" tool (annual national median 2018 vs. 2038). <https://www.genworth.com/aging-and-you/finances/cost-of-care.html> (June 2018).

• Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution
• Not insured by any federal government agency • May lose value

Why Nationwide CareMatters II?

Taking time to make a plan now for your LTC needs can help you stay in charge of your choices later. Here's a look at how Nationwide CareMatters® II was designed to offer you familiarity, choice and flexibility as you prepare for the future.

Familiarity Receive care where you're most comfortable. From choosing who provides your care to how you pay for those expenses, Nationwide CareMatters II is designed to help you receive long-term care in the comfort of your own home or wherever you feel you'll receive the best care.

- **Home, sweet home**

With Nationwide CareMatters II, you have the choice of staying in the home you know and love by using your LTC benefit to make any needed safety and accessibility upgrades while paying caregivers of your choice – including family members³

- **Premium and benefits** you'll always recognize: Unlike many traditional LTC policies, premiums for this product are guaranteed; they will never increase and benefits are guaranteed to never decrease⁴
- A guaranteed **death benefit**: CareMatters II includes a death benefit. Even if all LTC benefits are paid, your heirs will still receive a death benefit equal to 20% of your policy's specified amount

Choice CareMatters isn't a one-size-fits-all product. It's filled with customizable features to meet your needs – choose the ones that are right for you.

- Select the **premium payment schedule** that works for you and your finances: Pay one time (lump sum), pay monthly or annually for 5 or 10 years, or pay monthly or annually to age 65 or even age 100
- **Protect** yourself against rising LTC costs. You can add optional Inflation Protection Riders to your policy (for an additional cost). You can select no inflation protection, 5% compound inflation protection, 3% simple inflation protection, 3% compound inflation protection, or an option that is indexed to the cost of medical care.

Flexibility Choose from a variety of options to help you receive care. Because we don't know how our needs will change over the years, Nationwide CareMatters II includes features that adapt to your individual needs and circumstances.

- Choose the care that works for you: You can use your policy to pay for the LTC services that are **right for your needs**.³ Your individual plan of care and service options may include home health care, family care,⁵ adult day care and household services
- If you **never need care**: A common concern with buying LTC coverage is the possibility that care will never be needed and premium money will go to waste. With Nationwide CareMatters II, if you never need LTC, your heirs will receive a death benefit at least equal to the premium you paid
- Nationwide **places no restrictions** on how you spend your benefit payments

³ Under certain circumstances, benefits may be taxable. Please consult a tax advisor.

⁴ This assumes all premiums have been made as scheduled at policy issue and no loans or partial withdrawals are taken.

⁵ The plan of care prepared by your U.S.-licensed health care practitioner should state that care from family or other informal caregivers is appropriate.

This graphic illustrates how [your one-time purchase payment] [your monthly or annual payments to the age of 100] could help provide long-term care (LTC) coverage for up to 6 years, even in your own home.

For our quick illustration, we assume the following:

- You chose a 6-year policy and you qualified for long-term care benefits in the first year of the contract
- You chose to keep the monthly LTC payment at the same amount for all 6 years, although you could choose to adjust the amount of the monthly benefit check, which would change the duration of benefit payments
- The minimum return of premium option is in force to maximize LTC benefits



[Name]

At age [Age], [Name] is a [Marital status] [Tobacco use status] who purchases a Nationwide CareMatters® II linked-benefit insurance policy with a 6-year benefit and [inflation option] inflation adjustment.

[Name] makes [a one-time purchase payment] [annual payments to the age of 100] of: **[\$[Purchase amount]]**
[This is equal to a monthly premium of approximately: **[\$[Monthly payment amount]]**

[Name]’s total long-term care benefit amount: **[\$[Total LTC benefit]]**



Product highlight: Once [Name] qualifies for benefits, the **same amount** of LTC benefits is paid monthly for the duration of the benefits, income tax-free,⁶ to spend as needed; **no monthly bills or receipts** are required to be submitted to Nationwide.

Benefits in Years 1-2

[Name] receives the **acceleration of death benefit** as monthly benefit payments, income tax-free,⁶ of up to

[\$[Monthly benefit]]



Benefits in Years 3-6

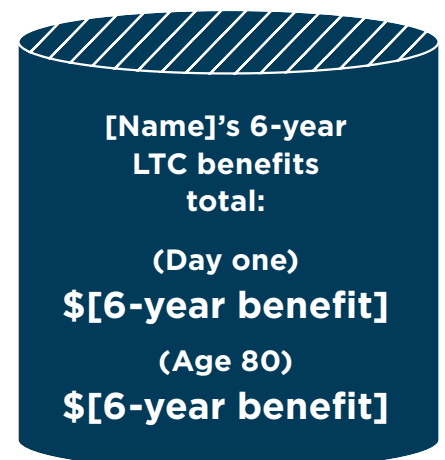
[Name] continues LTC. Via the **Extension of Benefits Rider**, [Name] receives monthly benefit payments, income tax-free,⁶ of up to

[\$[Monthly benefit]]



Total benefits received

For 6 years, [Name] has received monthly benefit payments, income tax-free,⁶ of up to
[\$[Monthly benefit]](Day one)
or up to
[\$[Monthly benefit]](Age 80)



Product highlight: A death benefit is **guaranteed**, even if the full LTC benefit is used.

⁶ The insured can receive, income tax-free, the greater of the HIPAA per diem amount for the given period of his/her claim or actual LTC costs incurred.

[Name]’s residual death benefit of 20% of the policy’s specified amount is:

[\$[Guaranteed minimum death benefit]]

If [Name] does not need to take any long-term care benefits:



Assuming all premiums are met and no loans or withdrawals are taken from the policy, [Name]'s beneficiaries will receive a death benefit of at least:

\$[Specified amount]

The death benefit will never be less than the total premiums paid minus policy indebtedness or LTC benefits taken.



Product highlight: Nationwide CareMatters® II provides a cash surrender value that grows steadily over the life of the policy, that represents a refund of some or all of the premium paid. Under the Minimum Refund of Premium with Maximum LTC Benefit option, the Refund of Premium value is equal to the cash surrender value. This option provides the lowest Refund of Premium value in the early policy years and the most LTC benefit for a given premium.⁷

Note: This is a hypothetical tool meant to illustrate how Nationwide CareMatters II works. Keep in mind that exact dollar amounts will vary based on several different factors, including how much coverage is selected. Product features including benefits, exclusions, limitations, terms and definitions may vary by state.

⁷ May be reduced by outstanding loans, unpaid monthly deductions and LTC benefits paid.

Continue the life you've built, where you've built it

Putting a plan in place now to address potential LTC expenses can give you the freedom to select the services and providers you want later on. It may even extend the length of time you're able to remain in your home. Talk with your insurance or investment professional today for more information on Nationwide CareMatters® II.

For more information, visit us at nationwide.com/carematters.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer and/or insurance agency selling the policy, nor by any of their affiliates, and none of them makes any representations or guarantees regarding the claims-paying ability of the issuing insurance company.

Approval for coverage under the policy and LTC riders is subject to underwriting and may require a medical exam.

Please keep in mind that there is no guarantee this product will cover the entire cost for LTC, as expenses vary with the needs of the individual. Nationwide pays the long-term care benefit to the policy owner; there is no guarantee that the policy owner will use the benefit for long-term care expenses if the policy is owned by someone other than the insured. Product features including benefits, exclusions, limitations, terms and definitions may vary by state. The payment of long-term care rider benefits, as an acceleration of the death benefit, will reduce both the death benefit and cash surrender values of the policy. Additionally, loans and withdrawals will also reduce both the cash values and the death benefit. Care should be taken to be sure that life insurance needs continue to be met even if the rider pays out in full, or after money is taken from the policy. For costs and complete details of the coverage, call your insurance professional for more information.

The information contained herein was prepared to support the promotion, marketing, and/or sale of life insurance contracts, annuity contracts and/or other products and services provided by Nationwide Life and Annuity Insurance Company.

The Medical Care Component of the Consumer Price Index for All Urban Consumers, Unadjusted (the "Index"), is maintained by the U.S. Bureau of Labor Statistics. Nationwide's use of the Index is not sponsored, endorsed or promoted by the U.S. Bureau of Labor Statistics, the U.S. government, or any of its agencies. Inclusion of the Index in an insurance product is not a recommendation by the U.S. government to buy such a product. Neither the U.S. government nor the U.S. Bureau of Labor Statistics guarantees the adequacy, accuracy, timeliness or the completeness of Nationwide's use of the Index. The actual rate of inflation in long-term care costs may be different than the experience of the Index.

The insurance professional or company may contact you in response to your request for additional information.

Nationwide CareMatters II may not be available in every state. Please contact your insurance professional to determine product availability in your state.

Life insurance is issued by Nationwide Life and Annuity Insurance Company, Columbus, Ohio.

Nationwide, the Nationwide N and Eagle, Nationwide is on your side, and Nationwide CareMatters are service marks of Nationwide Mutual Insurance Company. ©2019 Nationwide

SERFF Tracking #:	NWPA-132188841	State Tracking #:		Company Tracking #:	FLM-1244M1.1
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Product Name:	Quick Quote Tool - CareMatters II Advertising Filing				
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Supporting Document Schedules

Satisfied - Item:	Statement of Variability
Comments:	
Attachment(s):	Statement of Variability.pdf
Item Status:	
Status Date:	

NATIONWIDE LIFE AND ANNUITY INSURANCE COMPANY
STATEMENT OF VARIABILITY
FLM-1244M1.1, Quick Quote Tool

FLM-1244M1.1	
Page 3	Explanation
Sample Client Name	Will vary according to the potential client.
Age	Will vary according to the potential client. <u>Ages 30-69.</u>
Marital Status	Will vary according to the potential client. <u>Single or Married/Civil Union/Domestic Partnership</u>
Tobacco Use Status	Will vary according to the potential client. <u>Nontobacco or Tobacco Use.</u>
Inflation Option	Will vary according to the potential client. <u>No inflation option or 3% Compound Inflation Option</u>
Payment Option	Will vary according to the potential client. <u>A one-time purchase payment or annual payments to the age of 100</u>
Purchase Amount	Will vary according to the potential client. <u>The range is \$45,000 to \$893,000</u>
Monthly Payment Amount	Will vary according to the potential client. <u>The range is \$194 to \$1,692</u>
Total LTC Benefit	Will vary according to the potential client. <u>The range is \$180,000 to \$1,500,000</u>
Benefits in Years 1-2: Monthly benefit	Will vary according to the potential client. <u>The range is \$2,500 to \$20,834</u>
Benefits in Years 1-2: 2-year total	Will vary according to the potential client. <u>The range is \$60,000 to \$500,000</u>
Benefits in Years 3-6: Monthly benefit	Will vary according to the potential client. <u>The range is \$2,500 to \$20,834</u>
Benefits in Years 3-6: 4-year total	Will vary according to the potential client. <u>The range is \$120,000 to \$1,000,000</u>
Total benefits received: Monthly benefit (Day one)	Will vary according to the potential client. <u>The range is \$2,500 to \$20,834</u>
Total benefits received: Monthly benefit (Age 80)	Will vary according to the potential client. <u>The range is \$2,500 to \$88,671</u>
Total benefits received: 6-year benefit (Day one)	Will vary according to the potential client. <u>The range is \$180,000 to \$500,000</u>
Total benefits received: 6-year benefit (Age 80)	Will vary according to the potential client. <u>The range is \$180,000 to \$6,882,742</u>
Guaranteed Minimum Death Benefit	Will vary according to the potential client. <u>The range is \$12,000 to \$100,000</u>
Page 4	Explanation
Sample Client Name	Will vary according to the potential client. <u>The range is \$ to \$</u>
Specified Amount	Will vary according to the potential client. <u>The range is \$60,000 to \$500,000</u>